

# AN ANALYSIS OF TRANSLATION TECHNIQUES USED IN TRANSLATING CULTURAL CATEGORIES IN BROWN'S *ORIGIN* INTO INDONESIAN

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## Abstract

The objectives of this study are (1) to identify some cultural categories used in the novel entitled *Origin* by Dan Brown and its Indonesian version and (2) to describe the translation techniques used in translating cultural terms found in the novel entitled *Origin* by Dan Brown and its Indonesian version. This study used descriptive qualitative method. The data were gathered by document analysis of words, phrase and sentences found in the *Origin* novel and its Indonesian translation that contain cultural categories. The researcher used some theories by Newmark, Molina and Albir, and Nida and Taber to analyze the data related to the cultural terms and the translation techniques. The results showed that there were 112 data which were divided into five kinds of cultural categories proposed by Newmark theory namely (1) ecology, (2) material culture, (3) social culture, (4) organizations, customs, activities, procedures, concepts and (5) gestures and habits. Meanwhile, there were 16 types of translation techniques found in 222 data in translating those cultural categories. The translation techniques were namely (1) Addition, (2) Adaptation, (3) Amplification, (4) Borrowing, (5) Compensation, (6) Description, (7) Deletion, (8) Discursive Creation, (9) Established Equivalence, (10) Generalization, (11) Literal, (12) Modulation, (13) Particularization, (14) Reduction, (15) Transposition, (16) Variation. In addition, the most dominant translation technique used by the translator was borrowing technique.

**Keywords:** *translation techniques, cultural categories, Origin novel*

## Introduction

Communication plays an important role for delivering and finding information even expressing the emotion. In communication

process, people use language to express their ideas and feeling in order to keep in touch with others. Language is an important means of human communication, either spoken or written form used by people in the world. Here, English is an international language which is spoken and written by a wide range of people throughout the world. In spite of English as the international language, every society has different language to communicate in their daily life dependent on their cultures and places.

Translation is the process of changing language form without changing the meaning of a text. It is viewed as a process of transferring the meanings or messages from the source language (SL) to the target language (TL). A translator must consider the equivalence and appropriate words according to the target language culture which can be easily understood by the readers. A good translator needs to have certain skills to transfer the translation text which involve determining the methods, types, techniques and others. Molina and Albir (2002: 509) defined translation techniques as procedures to analyze and classify how translation equivalence works. Techniques can also provide the translator with useful insights into target language structures.

In translation process, there are some problems faced by the translator when identifying some words especially in English literary work. In a novel, the readers often find many kinds of cultural words in the source text which are unfamiliar with the ones in the target text. Here, cultural words are used as a particular language form in creating the literary work. The translator can deliver the equivalent meaning of cultural words into one language form so that it can be accepted into the target language.

Considering the explanation above, the researcher analyzed the translation techniques used in translating cultural categories of novel entitled *Origin* written by Dan Brown and its Indonesian translation translated by a group named Ingrid Dwijani Nimpoen, Reinitha Amalia Lasmana, and Dyah Agustine. *Origin* is one of popular novels written by Dan Brown. In translating process, several modifications are commonly found. So, not all of the words can be simply translated. There are some parts that seem unfamiliar with the target language in Indonesian cultures. As a result, she described the translation techniques used in translating cultural categories of *Origin* novel into Indonesian.

## Literature Review

Language is a set of structured meaning either spoken or written by people in certain ways to convey the messages. In a process of learning other language, people need to acquire translation. Newmark (1988: 5) states that translation is rendering the meaning of a text into another language in the way that the author intended the text. Besides, Dubois (in Bell, 1991: 5) says “translation is the expression in another language (or target language) of what has been expressed in another, source language, preserving semantic and stylistic equivalences”. In this case, translation plays an important role for the readers in order to understand the meaning of source information using their own language.

According to Jakobson (2002: 223), translation is divided into some categories or types namely intralingual, interlingual, and intersemiotic translation. This study focused on interlingual translation which is an interpretation of verbal signs by means of some other languages. Interlingual translation has significance differences language forms since it needs to focus on two different languages in translation process.

According to Shuttleworth & Cowie (1997:181), translation is divided into process and product. Considering the translation as a product, Nord (1992:28) states that translation is the production of a functional target text maintaining a relationship with a given source text that is specified according to the intended or demanding function of a target language. Product of translation can be identified through the techniques used by the translator in transferring the meaning in the target text. The techniques used in the translation product can determine how the target text can be successfully translated.

A successful translation can be seen from the transfer of equivalent meaning or message from source language to the target language. There are many kinds of translation techniques. Molina and Albir (2002: 509–511) proposed eighteen ways of translation techniques, meanwhile in this study the researcher took two of the translation techniques proposed by Nida and Taber (1969). These techniques aim to analyze how the result of translation function related to the corresponding unit in the source text (Molina and Albir, 2002: 499). The translation techniques by those experts can be seen as follows:

### ***Molina and Albir (2002)***

- 1) *Adaptation* is related to the cultural environment with the source language. It is used when there is no suitable term in the SL culture to be translated. According to Vinay and Darbelnet (2004: 151), adaptation is a situational equivalence or the type of situation being referred to by the SL message is unknown in the TL culture. For examples:

*SL = as white as a snow*

*SL = wolf*

*TL = seputih kapas*

*TL = kancil*

- 2) *Amplification* is used to introduce the details information that cannot found in the source language: information, explicative paraphrasing. For example:

*SL = ramadhan*

*SL = tayamum*

*TL = Ramadhan, the Muslim month of fasting*      *TL = Tayamum, wash in dust*

- 3) *Borrowing* is the idea of taking the word from SL and maintaining it to the TL. There are two kinds of borrowing technique namely naturalized borrowing and pure borrowing. The first explained that it is used when the translator loan the word but there is some different spelling or pronunciation between the SL and the TL. Meanwhile, the second explained that when the translator loan the word without any different pronunciation and spelling. For examples:

***Pure borrowing:*** *diameter, neutron, vitamin, laptop*

***Naturalized borrowing:*** *computer/komputer, music/musik, urine/urin*

- 4) *Calque* is a term used to denote the process whereby the individual elements of an SL item (Vinay & Darbelnet, 1958: 32). Calque imitates the structure of manner of an expression of source language the translation is usually unfamiliar from the TL. For examples:

*SL = assistant manager*

*SL = photo studio*

*TL = asisten manajer*

*TL = foto studio*

- 5) *Compensation* introduces the SL element of information or stylistic effect in another place in the TL because it cannot be reflected in the same place of SL. For example:

SL = *a pair of scissor*

TL = *sebuah gunting*

- 6) *Description* is used to replace the terms of expression with telling a description or additional information of its form and function. For example:

SL = *panettone (Italia)*

TL = *kue tradisional Italia yang dimakan pada saat tahun baru*

- 7) *Discursive creation* is a kind of translation which establishes a temporary equivalence that is totally unpredictable out of the context. It is usually applied in the title of the book or movie. For examples:

SL = *Malin Kundang*

SL = *Animal*

*Farm*

TL = *A Betrayed Son is Malin Kundang,*  
*Binatangisme*

TL =

- 8) *Established equivalent* is used for two expressions (both the SL and the TL) in the same situation by using completely different stylistic or structural methods for producing 'equivalent text'. For example:

SL = *traffic bumps*

TL = *polisi tidur*

- 9) *Generalization* is used of a more general or natural term. This technique usually happens if there is no expression that has the same meaning with the source language. For examples:

SL = *penthouse*

SL = *becak*

TL = *tempat tinggal*

TL = *vehicle*

- 10) *Linguistic amplification* is the addition of linguistic elements. This is often used in consecutive interpreting and dubbing. For example:

SL = *everything is up to you!*

TL = *semua terserah Anda sendiri!*

11) *Linguistic compression* means to synthesize linguistic elements in the target language. It is often used in simultaneous interpreting and sub-titling. For example:

*SL = I want you to know*

*TL = ketahuilah*

12) *Literal* is used to translate a word or an expression word for word expression. Literal is more flexible than word for word translation because it can transform the meaning based on the equivalence without focused in word for word meaning properly. For example:

*SL = I will ring you*

*TL = saya akan menelponmu*

13) *Particularization* is the use of a more precise or concrete term. For example:

*SL = air transportation*

*SL = jewelry*

*TL = helikopter*

*TL = kalung emas*

14) *Reduction* is used to suppress or decrease the source language information item in target language. This is the opposite of amplification technique or closest with omission that means the explicit information from SL changes the implicit information to TL. For example:

*SL = the month of fasting*

*TL = ramadhan*

15) *Substitution* is the change of linguistic and paralinguistic element (intonation, gesture) or vice versa. It is usually used for interpretation. For example in translating Arabic gesture of 'putting your hand on your heart' as 'thank you'.

16) *Variation* is the change of linguistic or paralinguistic elements that affects the aspects of linguistic variation: changes of textual tone, style, social dialect, geographical dialect. For example:

*SL = "He will never get to sleep with all this din," said Ma Lion*

*TL = "Leo tidak akan bisa tidur jika ramai seperti ini," kata Bu Singa*

17) *Transposition* is the changing word class without changing the meaning or grammatical categories. For example:

SL = He has no knowledge of that accident

TL = Dia tidak mengetahui tentang kecelakaan tersebut.

18) *Modulation* is a shift in cognitive categories. In here, the translator changes the point of view and focus or cognitive category related to the SL. For example:

SL = I cut my finger

TL = jariku tersayat

SL = I broke my leg

TL = kakiku patah

### **Nida and Taber (1969)**

19) *Addition* is generally applied in the translation technique to gain more information that actually does not exist in the source text. According to Nida (1964), the purpose of addition is to clarify an elliptic expression, to avoid ambiguity in the target language, to change grammatical category, and to add some connectors. For example:

SL = she came late.

TL = wanita itu datang terlambat

20) *Deletion* is similar with reduction. Both of these techniques require reducing some information. For the reduction technique, it is marked by partial deletion, meanwhile deletion is marked with the complete deletion.

SL = you truly are incorruptible, aren't you?

TL = kamu memang tak bisa dirusak, ya?

In translating the text such as in a novel, there are some aspects that should be understood by a translator especially in the cultural terms contained in the novel. Newmark (1988:94) defines culture as the way of life and its manifestations that are peculiar to a community that uses a particular language as a means of expression. People living in other countries certainly have different cultures. The unfamiliar cultural words can cause problem for the readers to understand the information in the source text. Here, Newmark

(1988:95) classifies some cultural categories in translation study as follows:

- a) *Ecology* is related to the geographical and territory of a country. It can be defined as **flora, fauna, winds, plains, hills**, etc. According to Newmark (1988:97), Nida has pointed out that ecological features – the seasons, rain, hills of various sized – where they are irregular or unknown may not be understood denotatively or figuratively, in translation. For example:

SL= *fog*

TL= *kabut*

SL= *summer*

TL= *musim kemarau*

- b) *Material culture* is the specific elements that include: **foods, clothes, houses, towns, and transport**. For examples: *empek-empek, sarong, surau, bemo, etc.*

- c) *Social culture – work and leisure* is related to some activities that can be found only the certain countries and experienced by the people. It can be found in **music, ceremony, etc.** For examples: *Kuda lumping, takbiran, dangdut, 17-an, etc.*

- d) *Organization, customs, activities, procedures, concepts* is the concept which cannot be translated into a language when the reader is unfamiliar with it. It can be divided into some types namely political and **administrative, religious, and artistic**. For examples:

SL= *SLB*

SL= *UNESCO*

TL = *the Special Needs School*

TL= *Organisasi*

*Pendidikan,*

*Keilmuan, dan Kebudayaan Perserikatan Bangsa-Bangsa*

- e) *Gestures and habits* mean that there is a distinction between description and function which can be made where necessary in ambiguous cases (Newmark, 1988: 102). For example if people smile little when someone dies. In another case, there are some activities or actions carried out from generation to generation such as *kerja bakti, mitoni, etc*

## Method

This research belongs to descriptive qualitative method. The researcher employed documentation to collect the data. The data were collected



from words, phrases, and sentences from the novel entitled *Origin* written by Dan Brown and its Indonesian translation translated by Ingrid Dwijani Nimpooeno, Reinitha Amalia Lasmana, and Dyah Agustine. Related to the data collection technique, the researcher did some steps; 1) reading the novel both English and Indonesian version to identify and understand the equivalence words used in translating the target text 2) comparing both language texts to analyze the cultural categories translation stated in the text 3) finding out the suitable translation techniques of the target text after analyzing the cultural word according to the theories and 4) writing down the table to classify the data that have been collected and giving the explanation.

## Discussion

### *The cultural categories as the translation unit*

Based on the data analysis, there were five kinds of cultural categories according to Newmark's theory stated in the novel. The numbers of data found in this research were 112 cultural terms. The categories were divided into 1) ecology, 2) material culture, 3) social culture, 4) organization, customs, activities, procedures, concepts, and 5) gestures and habits. The classification number of the data was presented in the following table:

Table 1. Cultural Categories Classification

No	Cultural Categories	Frequency	Percentage
1.	Ecology	18	15.9%
2.	Material	44	38.9%
3.	Social	5	4.4%
4.	Organisation, custom, activities, procedures, concepts	40	35.3%
5.	Gestures and habits	6	5.3%

From the data above, the most dominant cultural categories found in the novel was material culture with the percentage 38.9%, while the least of the data was social cultural with the percentage 4.4%.

## 1. Translation techniques used in translating cultural categories

The summary of the data analysis in finding out the translation techniques was presented in the following table:

Table 2. Translation Techniques of Translating Cultural Categories

No.	Translation technique	Cultural categories					Frequency	Percentage %
		Ec	Ma	So	Org	Ges		
1.	Adaptation	-	4	-	2	-	6	2.7%
2.	Addition	3	15	-	6	2	26	11.7%
3.	Amplification	-	2	1	1	-	4	1.8%
4.	Borrowing	11	33	3	28	2	76	34.2%
5.	Compensation	1	7	1	4	2	15	6.7%
6.	Deletion	4	9	-	7	-	20	9%
7.	Description	1	-	-	2	-	3	1.3%
8.	Discursive creation	-	-	-	1	-	1	0.4%
9.	Established equivalent	-	1	-	1	-	2	0.9%
10.	Generalization	1	1	-	1	-	3	1.3%
11.	Literal	9	22	2	17	3	53	23.9%
12.	Modulation	-	1	-	-	-	1	0.4%
13.	Particularization	-	-	-	4	-	4	1.8%
14.	Reduction	-	1	-	2	-	3	1.3%
15.	Transposition	1	2	-	-	-	3	1.3%
16.	Variation	-	2	-	1	-	3	1.3%

According to the translation techniques by Molina & Albir (2002) and Nida & Taber (1969), discursive creation and particularization technique (1) were the least number while borrowing technique (76) was the most frequently appeared. The most dominant translation technique (borrowing) showed that the translators often put the loan word from the source text into the target text because it was the easiest one in the translation process. In other words, cultural categories were often found in the borrowing technique both pure and naturalized borrowing.

In this part, the researcher elaborated some data to be discussed.

### 1. The kinds of cultural categories

#### a) Ecology

## Excerpt 1

SL	TL
<i>Any man can stay sober in a <b>desert</b>, he mused, but only the loyal can sit in an <b>oasis</b> and refuse to part his lips.</i> (page 26)	<i>Siapa pun bisa menahan untuk tidak meminum alkohol di <b>padang gurun</b>, pikirnya, tetapi hanya lelaki teguh yang bisa duduk di sebuah <b>oase</b> dan menolak meminumnya.</i> (page 28)

It explained that **desert/padang gurun**, and **oasis/oase**, were the place that was not available in Indonesian natural environment. In addition, they were the kinds of cultural ecology in plains which described the situation in Arabian country.

### b) Material culture

## Excerpt 2

SL	TL
<i>seeing a <b>yellow water taxi</b> approaching the bank,</i> (page 217)	<i>setelah melihat sebuah <b>taksi-air kuning</b> mendekati bantaran,</i> (page 168)

In the sentence above, there was specific transportation that often used in Spain (source text) named **yellow water taxi**. **Yellow water taxi** or water bus is a watercraft used to provide public or private transport. So, it was the kind of material culture of transportation based on the text.

### c) Social culture – work and leisure

## Excerpt 3

SL	TL
<i><b>The Grishneshwar Temple drop</b>, Langdon thought, recalling that it was believed by some to bring God's favor to a child.</i> (page 126)	<i><b>Ritual Kuil Grishneshwar</b>, pikir Langdon, mengingatkan bahwa tindakan tersebut diyakini oleh sebagian orang bisa mendatangkan berkat Tuhan kepada seorang anak.</i> (page 100)

The sentence showed that there was a special event or activity named **The Grishneshwar Temple drop** in Indian refers to the religious culture which is found in the certain country.

d) *Organization, custom, activities, procedures, concepts*

**Excerpt 4**

<i>SL</i>	<i>TL</i>
<i>The Great Pyramids were built by Egyptians without alien technology.</i> (page 425)	<i>Piramida Besar dibangun oleh orang Mesir tanpa teknologi makhluk luar angkasa.</i> (pages 321)

**Pyramids** are the symbol of religion or spiritual culture in Egypt. Besides, there will be some activities that usually do in that place such the worship of the king.

e) *Gestures and habits*

**Excerpt 5**

<i>SL</i>	<i>TL</i>
<i>The bishop knocked, ducked down, and entered, motioning for his guest to follow.</i> (page 12)	<i>Uskup itu mengetuk, merunduk, lalu masuk, mengisyaratkan tamunya agar mengikuti.</i> (page 16)

The sentence explained about an action of the bishop to appreciate something and he asked to the others to do that. It was the kind of act or attitude showed by someone because of his/her position or status in the certain situation.

## 2. Translation techniques

### 2.1 Adaptation

**Excerpt 6**

<i>SL</i>	<i>TL</i>
<i>nuts, rice cakes, and assorted "vegan bars" that all tasted the same to him.</i> (page 310)	<i>kacang, berondong beras, dan beraneka camilan "vegan bar" yang kesemuanya terasa sama bagi Langdon.</i> (page 238)

**Rice cakes** was transformed become **berondong beras** by the translators as the adaptation technique in order to make the readers more understand about the specific meaning that accordance with Indonesian foods.

## 2.2 Addition

### Excerpt 7

SL	TL
"Hip, 'I believe, is the word?" (page 8)	" <i>Sepertinya</i> , 'perlente' adalah <i>kata yang tepat</i> ?" (page 14)

The translator put the word **sepertinya** and *kata yang tepat* in the target text to explain the next word meaning so that the readers can get the information completely.

## 2.3 Amplification

### Excerpt 8

SL	TL
<i>He was dressed in an unassuming white thawb.</i> (Page 13)	<i>Dia menggunakan thawb – jubah pria khas Arab, putih sederhana.</i> (Page 17)

The translators introduced additional information about *thawb* meaning in the target text. It was used to give more explanation and introduce about the definition of that cloth term.

## 2.4 Borrowing

### Excerpt 9

SL	TL
<i>He still wore his <b>ceremonial</b> robes and was seated at his office <b>laptop</b>,</i> (page 169)	<i>Dia masih mengenakan jubah <b>seremonial</b> dan duduk memandang <b>laptop</b> kantornya.</i> (page 132)

**Pure borrowing:** the translators still used the word of **laptop** in the target text to name the term since there was no equivalent word to state the meaning. In other word, there was no different spelling and sound to state the word.

**Naturalized borrowing:** the translators loaned the word of **ceremonial** as **seremonial** in the target text to name the term since there was no equivalent word to state the meaning. In here, there was different spelling stated in the target text.

## 2.5 Compensation

### Excerpt 10

SL	TL
Any man can <b>stay sober</b> in a desert, he mused, but only <b>the loyal</b> can sit in an oasis and refuse to <b>part his lips</b> . (page 26)	Siapa pun bisa menahan untuk <b>tidak meminum alkohol</b> di padang gurun, pikirnya, tetapi hanya <b>lelaki teguh</b> yang bisa duduk di sebuah oase dan <b>menolak meminumnya</b> . (page 28)

There were three words in stating the compensation techniques. First, **stay sober** was translated into **tidak meminum alkohol** because the translators wanted to find out the equivalent meaning in the target text although there was no correlation about those two terms in the original meaning. Second, **the loyal** was translated into **lelaki teguh**. Then, **part his lips** was translated into **menolak meminumnya** which had the same purposes such previous examples although the use was out of the original meaning

## 2.6 Deletion

### Excerpt 11

SL	TL
<b>SL</b> "you have <b>the</b> respected allamah, Syed al-Fadl." (page 13)	<b>TL</b> "adalah allamah terhormat, Syed al-Fadl." (page 17)

Actually, there was **you have the** stated in the source text, however, the translators did not put that information and just made it was more simple than the source text. They just put **adalah allamah terhormat** in the target text.

## 2.7 Description

### Excerpt 12

SL	TL
<b>The vultures</b> were no longer circling; (page 62)	<b>Burung-burung pemakan bangkai</b> tak lagi terbang berputar-putar; (page 54)

The translators put and introduced additional description about **the vultures** meaning in the target text. It was used to give more explanation about the definition of that animal term.

2.8 Discursive creation

Excerpt 13

SL	TL
<i>“you will have heard me use the term ‘God of the Gaps.’</i> (Page 122)	<i>“kalian akan mendengar saya menggunakan istilah ‘Dewa Kesenjangan’</i> (Page 97)

The translators put the meaning of **Gaps** as **Kesenjangan** in the TT. It explained that they put the translation meaning based on the context of its name which stated about **God of the Gaps/Dewa Kesenjangan**.

2.9 Established equivalent

Excerpt 14

SL	TL
<i>the spiritual leader of <b>the Great Synagogue</b> had been the eminent Talmudic scholar and Kabbalist — Rabbi Yehuda Köves—who, despite his advancing years and poor health,</i> (Page 46)	<i>pemimpin spiritual <b>Sinagoge Agung</b> tersebut adalah cendekiawan Talmud dan Kabbalis terkemuka – Rabi Yehuda Koves – yang, walaupun sudah berusia lanjut dan kesehatannya menurun,</i> (Page 42)

The translators changed the meaning of **the Great Synagogue** became **Sinagoge Agung** that identified as the name of a building. It had the meaning that it was accordance on the context of a name. So, it was related to the stylistic style in translating the meaning.

2.10 Generalization

Excerpt 15

SL	TL
<i>Less than a mile away, standing like a fortress at the base of Mount Abantos, was one of the largest religious structures in the world — <b>Spain’s fabled El Escorial.</b></i>	<i>Kurang dari dua kilometer jauhnya, berdiri tegak seperti benteng di dasar Gunung Abantos, tampak salah satu bangunan keagamaan terbesar di dunia – <b>El Escorial Spanyol yang</b></i>

(page 479)	<b><i>bagaikan dongeng.</i></b> (page 359)
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Actually, ***fable*** has the meaning of a story about animal. However, the translator put the meaning in the target text as ***dongeng*** to make the meaning is more general

### 2.11 Literal

#### Excerpt 16

<b><i>SL</i></b>	<b><i>TL</i></b>
<b><i>He wore a crumpled black suit, white shirt, and fedora.</i></b> (page 12)	<b><i>Dia mengenakan setelan hitam kusut, kemeja putih, dan topi fedora.</i></b> (page 17)

The translators used word for word translation to state the equivalent meaning of the target text. They just wrote down the meaning and then modified some words. In here, this technique was often used if the source text did not contain complicated meaning in stating the information.

### 2.12 Modulation

#### Excerpt 17

<b><i>SL</i></b>	<b><i>TL</i></b>
<b><i>They were singing an off-key Irish fight song and wearing green fútbol jerseys that strained to cover their bellies.</i></b> (page 30)	<b><i>Mereka menyanyikan lagu perjuangan Irlandia dengan suara sumbang dan mengenakan jersey futbol hijau yang menegang menutupi perut buncit mereka.</i></b> (page 30)

In the sentence above, the translators put the meaning of ***off-key*** became ***suara sumbang*** in order to get the equivalence meaning with using cognitive category based on the context of the text.

### 2.13 Particularization

#### Excerpt 18

<b><i>SL</i></b>	<b><i>TL</i></b>
<b><i>“volcanoes were believed to be the home of Vulcan — blacksmith to the</i></b>	<b><i>gunung berapi diyakini sebagai rumah Vulcan – pandai besi para</i></b>



<i>gods — who worked in a giant forge <b>beneath the mountain</b> (page 121)</i>	<i>dewa – yang bekerja di bengkel raksasa di <b>perut gunung</b>, (page 96)</i>
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The translators put the specific information of **beneath the mountain** became **perut gunung** to show the specific meaning in understanding the target text.

#### 2.14 Reduction

##### Excerpt 19

SL	TL
<i>In the past, some parliamentary members <b>had even gone so far as to compare</b> this place to a Nazi concentration camp. (Page 531)</i>	<i>Dulu, beberapa anggota parlemen <b>bahkan membandingkan</b> tempat ini dengan kamp konsentrasi Nazi. (Page 396)</i>

In the sentence above, the translators made the shorter meaning of **had even gone so far as to** became **bahkan membandingkan** in the TT. They tried to minimize the meaning with using other words that still related to the ST.

#### 2.15 Transposition

##### Excerpt 20

SL	TL
<i>"<b>The seasonal change</b> to winter," (page 121)</i>	<i>"<b>Perubahan</b> menjadi musim dingin," (page 96)</i>

The translators transformed the use of words *the seasonal change* into **perubahan menjadi**. In here, the meaning of **change** as the verb class in this sentence was changed into noun class of **perubahan** in the target text.

#### 2.16 Variation

##### Excerpt 21

<i>he had enjoyed a steaming-hot shower and then feasted on eggs, oatmeal, and churros <b>while consuming an entire pot of</b></i>	<i>dia menikmati mandi di bawah pancuran air panas, lalu menyantap telur, oatmeal, dan churro <b>ditemani kopi Nomad sembari melihat-lihat</b></i>
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<b><i>Nomad coffee and channel surfing the morning news.</i></b> (page 666)	<b><i>berita pagi di berbagai saluran televisi.</i></b> (page 492)
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In this case, the technique was used to find the equivalence meaning in the target text although the real meaning of these words did not reflect those translation products. Here, the translators more focused in the use of language style and got the appropriate translation meaning in the target text.

## Conclusion

Based on the research findings, the researcher found that there were five kinds of cultural categories proposed by Newmark found in the *Origin* novel written by Dan Brown into Indonesian namely 1) ecology, 2) material culture, 3) social culture, 4) organizations, customs, activities, procedures, and 5) gestures and habits. The highest rank of the cultural categories found in the novel was material culture which represented 44 data. Meanwhile, the least of the data showed in social culture which represented 5 data.

Furthermore, the research finding also concluded that there were 16 kinds of translation technique used in this study. These techniques were used based on the cultural terms found in the novel. The translation techniques were namely 1) adaptation, 2) addition, 3) amplification, 4) borrowing, 5) compensation, 6) deletion, 7) description, 8) discursive creation, 9) established equivalent, 10) generalization, 11) literal translation, 12) modulation, 13) particularization, 14) reduction, 15) transposition, and 16) variation. This study showed that the most dominant translation techniques used by the translators was borrowing which represented 76 data (34.2%) while the lowest rank of translation techniques was discursive creation and particularization which only had one evidence (0.4%). In other words, in *Origin* novel and its Indonesian translation, the translators often borrowed the words from the source text to the target text since it will be acceptable and easy to understand by the readers. In addition, borrowing technique is the easiest translation technique where the translator does not need to find deep equivalence meaning using other words into the target text.

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